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Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1.   (Currently amended) A ~~method of advertising for use by a Service Provider providing a video event display system connected with a wide area network, the~~ method comprising ~~the steps of~~:

    requesting a video event from a service provider for displaying at a video event display system;

    providing an identification from the video event display system to the ~~Service Provider~~service provider;

    ~~providing an~~ receiving one or more advertisements ~~from a plurality of advertisements~~ to be displayed on the video event display system, wherein the advertisements are selected from a plurality of advertisements based on the requested video event;

    initializing the video event display system for displaying a video event and for displaying the advertisements;

    displaying [[a]]the requested video event on the video event display system; and

    displaying the advertisements on the video event display system, when the video event is not being displayed.

2.   (Currently amended) A method ~~of advertising for use by a Service Provider~~ according to claim 1, wherein ~~the step of~~ providing an identification includes providing a customer personal profile, the customer personal profile for use in determining restrictions on video events provided to the video event display system, and wherein the advertisements are selected based on the requested video event and ~~step of providing is performed in dependence upon~~ the provided customer personal profile.

3.   (Currently amended) A method ~~of advertising for use by a Service Provider~~ according to claim 2, __further comprising determining__ ~~wherein~~ the customer personal profile ~~is determined__ from data collected by the customer's Service Provider.

4.   (Currently amended) A method ~~of advertising for use by a Service Provider~~ according to claim 1, ~~wherein a__ __further comprising displaying at a predetermined__ frequency ~~of displaying__ the advertisement__s__ on the video event display system ~~is determined__ according to a fee charged to the customer for connecting to the Service Provider.

5.   (Currently amended) A method ~~of advertising for use by a Service Provider~~ according to claim 1, wherein ~~the step of providing an advertisement out of a plurality of__ __receiving one or more__ advertisements ~~to the video event display system__ includes ~~a step of__ providing the ~~advertisement out of a plurality of__ advertisements to a temporary buffer, and storing [[said]]__the__ advertisement__s__ in [[said]]__the__ temporary buffer.

6.   (Currently amended) A method ~~of advertising for use by a Service Provider~~ according to claim 5, wherein ~~in the step of__ displaying [[an]]__the__ advertisement__s__ on the video event display system __further comprises displaying__ the advertisement__s__ stored in the temporary buffer ~~is displayed__ on the video event display system whenever the video event display system is initialized but idle.

7.   (Currently amended) A method ~~of advertising for use by a Service Provider~~ according to claim 5, wherein ~~in the step of__ displaying [[an]]__the__ advertisement__s__ on the video event display system __further comprises displaying__ the advertisement__s__ stored in the temporary buffer ~~is displayed__ on the video event display system whenever the video event displayed on the video event display system is interrupted.

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8.   (Currently amended) A method ~~of advertising for use by a Service Provider~~ according to claim 5, further comprising ~~the step of~~:

refreshing the advertisement<u>s</u> stored in the temporary buffer [[by]]<u>including</u> providing[[g]] and storing another advertisement out of the plurality of advertisements in the temporary buffer.

9.   (Currently amended) A method ~~of advertising for use by a Service Provider~~ according to claim 8, wherein refreshing the temporary buffer ~~is done~~<u>includes refreshing the temporary buffer</u> periodically with<u>in</u> a predetermined time interval.

10.   (Currently amended) A method ~~of advertising for use by a Service Provider~~ according to claim 5, ~~wherein~~ <u>further comprising using</u> memory resources of the video event display system ~~serve~~ as the temporary buffer.

11.   (Currently amended) A method ~~of advertising for use by a Service Provider~~ according to claim 5, ~~wherein~~ <u>further comprising using</u> memory resources of a connection device establishing a connection between the video event display system and the Service Provider ~~serve~~ as the temporary buffer.

12.   (Currently amended) A method ~~of advertising for use by a Service Provider~~ according to claim 1, wherein the video event display system comprises ~~either~~ one of <u>a </u>set-top box, a gaming console, or a set-top box gaming system.

13.   (Currently amended) A ~~storage~~<u>computer program product embodied on a tangible</u> medium having stored ~~therein data~~<u>thereon instructions</u>, the ~~data for~~<u>instructions operable to cause</u> <u>data processing apparatus to perform operations comprising</u> ~~performing the steps of~~:

<u>requesting a video event from a service provider for displaying at a video event display</u> <u>system;</u>

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providing an identification from [[a]]the video event display system to a Service Providerthe service provider;

providing anreceiving one or more advertisements from a plurality of advertisements to be displayed on the video event display system, wherein the advertisements are selected from a plurality of advertisements based on the requested video event;

initializing the video event display system for displaying a video event and for displaying the advertisements;

displaying [[a]]the requested video event on the video event display system; and

displaying the advertisements on the video event display system, when the video event is not being displayed.

14.   (Currently amended) A storage medium having stored therein datacomputer program product according to claim 13, wherein the data for performing the step of providing an identification include data for performing the step of further comprising instructions operable to cause data processing apparatus to perform operations comprising providing a customer personal profile, the customer personal profile for use in determining restrictions on video events provided to the video event display system, and wherein the advertisements are selected based on the requested video event and data for performing the step of providing includes data for performing the step of providing in dependence upon the provided customer personal profile.

15.   (Currently amended) A storage medium having stored therein datacomputer program product according to claim 14, wherein further comprising instructions operable to cause data processing apparatus to perform operations comprising determining the customer personal profile is determined from data collected by the customer's Service Provider.

16.   (Currently amended) A storage medium having stored therein datacomputer program product according to claim 13, wherein the data include data forfurther comprising instructions operable to cause a data processing apparatus to perform operations comprising determining a

frequency of displaying the advertisements on the video event display system according to a fee charged to the customer for connecting to the Service Provider.

17. (Currently amended) A ~~storage medium having stored therein data~~computer program product according to claim 13, <u>further comprising instructions operable to cause data processing apparatus to perform operations comprising</u> ~~wherein the data for performing the step of providing an advertisement out of a plurality of advertisements to the video event display system includes data for performing a step of~~ providing the ~~advertisement out of a plurality of~~ advertisements to a temporary buffer, and storing [[said]]<u>the</u> advertisement<u>s</u> in [[said]]<u>the</u> temporary buffer.

18. (Currently amended) A ~~storage medium having stored therein data~~computer program product according to claim 17, <u>further comprising instructions operable to cause data processing apparatus to perform operations comprising</u>~~wherein the data for performing the step of displaying an advertisement on the video event display system include data for performing the step of~~ displaying the advertisement<u>s</u> stored in the temporary buffer on the video event display system whenever the video event display system is initialized but idle.

19. (Currently amended) A ~~storage medium having stored therein data~~computer program product according to claim 17, <u>further comprising instructions operable to cause data processing apparatus to perform operations comprising</u>~~wherein the data for performing the step of displaying an advertisement on video event display system include data for performing the step of~~ displaying the advertisement<u>s</u> stored in the temporary buffer on the video event display system whenever the video event displayed on the video event display system is interrupted.

20. (Currently amended) A ~~storage medium having stored therein data~~computer program product according to claim 17, <u>further comprising instructions operable to cause data processing apparatus to perform operations comprising</u>~~the data further comprising data for performing the~~

step of refreshing the advertisements stored in the temporary buffer [[by]]including providing
and storing another advertisement out of the plurality of advertisements in the temporary buffer.

21. (Currently amended) A storage medium having stored therein datacomputer program
product according to claim 20, further comprising instructions operable to cause data processing
apparatus to perform operations comprisingwherein the data for performing the step of refreshing
the temporary buffer include data for performing the step of refreshing the temporary buffer
periodically with a predetermined time interval.

22. (Currently amended) A storage medium having stored therein datacomputer program
product according to claim 17, further comprising instructions operable to cause data processing
apparatus to perform operations comprising usingwherein memory resources of the video event
display system serve-as the temporary buffer.

23. (Currently amended) A storage medium having stored therein datacomputer program
product according to claim 17, further comprising instructions operable to cause data processing
apparatus to perform operations comprising usingwherein memory resources of a connection
device establishing a connection between the video event display system and the Service
Provider serve-as the temporary buffer.

24. (Currently amended) A storage medium having stored therein datacomputer program
product according to claim 17, wherein the video event display system comprises either-one of a
set-top box, a gaming console, or a set-top box gaming system.

25. (Currently amended) A computer program product embodied on a tangiblestorage
medium having stored therein datathereon instructions, the instructions operable to cause data
processing apparatus to perform operations comprisingdata for performing the steps of:
loading a video event stored on a local storage device onto a video event display system;

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loading [[an]]one or more advertisements ~~out of~~from a plurality of advertisements stored on the local storage device to the video event display system;

initializing the video event display system for displaying the video event and for displaying the advertisements;

displaying the video event on the video event display system; and

displaying the advertisements on video event display system.

26.   (Currently amended) A ~~storage medium having stored therein data~~computer program product according to claim 25, wherein the video event display system comprises a set-top box.

27.   (Currently amended) A ~~storage medium having stored therein data~~computer program product according to claim 26, wherein the video event display system comprises a set-top box emulating a gaming console.

28.   (Currently amended) A ~~storage medium having stored therein data~~computer program product according to claim 25, wherein the video event display system comprises a gaming console.

29.   (Currently amended) A ~~storage medium having stored therein data~~computer program product according to claim 25, ~~wherein the~~further comprising data ~~include~~indicating a frequency of displaying the advertisements on the video event display system, the frequency being determined according to a price paid by a customer for buying the local storage device comprising the video event and the plurality of advertisements.

30.   (Current amended) A ~~storage medium having stored therein data~~computer program product according to claim 25, wherein the video event display system comprises ~~either~~one of a set-top box, a gaming console, or a set-top box gaming system.

31. (Currently amended) A system ~~for advertising for use by a Service Provider providing a video event display system connected with a wide area network, the method~~ comprising ~~the steps of~~:

means for requesting a video event from a service provider for displaying at a video event display system;

means for providing an identification from the video event display system to the ~~Service Provider~~service provider;

means for ~~providing an~~receiving one or more advertisements ~~from a plurality of advertisements~~to be displayed on the video event display system, wherein the advertisements are selected from a plurality of advertisements based on the requested video event;

means for initializing the video event display system for displaying a video event and for displaying the advertisements;

means for displaying [[a]]the requested video event on the video event display system; and

means for displaying the advertisements on the video event display system, when the video event is not being displayed.

32. (New) A method according to claim 2, further comprising classifying a customer with which the customer personal profile is associated according to a set of predefined classes; and

wherein the advertisements are selected based on the requested video event, the provided customer personal profile, and the classification of the customer.